



# TRAFFIC TECH

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## COMMITMENT, COMMUNICATION, COOPERATION TRAFFIC SAFETY AND PUBLIC HEALTH WORKING TOGETHER TO PREVENT TRAFFIC INJURY

Traffic safety and public health professionals share many common goals. Both groups incorporate motor vehicle injury reduction in their long-range agendas for the 1990s. These goals include reducing traffic deaths; increasing use of occupant protection systems and motorcycle and bicycle helmets; stopping impaired driving; and offering more protection to pedestrians and other special target groups, such as older persons. To achieve these goals and avoid duplicative efforts and costs, the traffic safety and public health communities need to form partnerships and foster collaborative efforts.

To encourage collaboration between the traffic safety and public health communities, the National Highway Traffic Safety Administration has published *Commitment, Communication, Cooperation: Traffic Safety and Public Health Working Together to Prevent Traffic Injury*, a resource manual for forming injury prevention partnerships. *Commitment, Cooperation, Communication* offers tips for strengthening understanding and for cultivating a new dialogue among traffic safety, public health, and other professionals who have a stake in traffic injury prevention. It gives background information about the philosophies and operational methods used by the traffic safety and public health communities, and delineates the similarities and differences in each group's approaches to traffic injury reduction. The manual also offers suggestions for creating coalitions and programs that capitalize on the strengths that these groups bring to injury prevention; suggests ideas for collaborative efforts on the federal, regional, state, and local levels; and provides examples of case studies illustrative of such collaboration.

Chapter titles are shown in the next column.

1. **The Injury Prevention Challenge**
2. **Complementary Approaches to Injury Prevention**
3. **Breaking Communication Barriers**
4. **One Goal - One Region - One Example**
5. **Lessons Learned**
6. **Prevention Program Sampler**
  - California* -- Contra Costa Prevention Program
  - Maryland* -- KISS (Kids in Safety Seats)
  - Massachusetts* -- Passenger Safety Program
  - Missouri* -- Assessing Motor Vehicle Crash Outcomes
  - Nebraska* -- Healthy Highways
  - New Mexico* -- Coalition for Safe Driving
  - New York* -- Comprehensive Traffic Injury Prevention Program
  - North Carolina* -- Minigrant Program
  - Rhode Island* -- Community Traffic Safety Program

### Appendices

- A Public Health Traffic Injury Prevention Objectives
- B National Transportation Policy: Traffic Injury Prevention Objectives
- C Additional Reading
- D State Highway Safety Offices
- E Public Health Offices
- F Child Passenger Protection Laws
- G Key Provisions of Safety Belt Use Laws
- H Status of State Motorcycle Helmet Use Requirements
- I Glossary

For copies of the resource manual or additional information, contact Maria Vegega, National Highway Traffic Safety Administration, Special Programs Division, NTS-22, 400 Seventh Street S.W., Washington DC, 20590 (202) 366-2719.



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**TRAFFIC TECH** is a publication to disseminate information about traffic safety programs, including evaluations, innovative programs, and new publications. Feel free to copy it as you wish. If you would like to receive a copy contact:  
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